

Making Waves



An overview of key projects
in the year to end March 2024





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With thanks

On behalf of Seafood Scotland, I would like to extend my gratitude to the many industry colleagues, past and present, who have helped me to prepare this report. In addition, we extend our appreciation to the Scottish Government and Scotland Food & Drink for their continued support and funding. To our global partners and suppliers, thank you for your unwavering belief in Scottish seafood and for supporting Seafood Scotland.

We express our deepest thanks to the industry for their collaboration at tradeshow, showcasing dinners, events and site visits, which highlight Scotland's seafood, products and landscape. We never tire of telling your stories.

Special recognition goes to our dedicated board, led by Chairman Kevin McDonnell, for their unwavering support. Most importantly, thank you to our exceptional team for their tireless dedication. Their passion and commitment are showcased in every endeavour, as evident in this review. Together, we strive for increased market presence and global recognition for Scottish seafood, ensuring key buyers and influencers are introduced to our fantastic, delicious Scottish seafood.

With a Scottish heart and a global mindset, we're proud to be Seafood Scotland.



Making waves... around the world

// Scotland's seafood industry has a reputation for premium, sustainable produce reaching across the world. This, in turn, fuels export success and provides a 'halo effect' for Scottish food and drink, helping other producers sell their produce abroad.

The sector is economically and socially important, especially in coastal and often fragile rural communities. Scotland is home to four out of five of the UK's largest fishing ports by landings, and accounts for most of the UK's aquaculture production.

Some 25,000 people are employed within the Scottish seafood industry. It is a key sector for our nation, rural and coastal communities, and for the people who enjoy eating fish and shellfish.

Seafood Scotland is the national trade and marketing body for the industry. Independent and non-commercial, it is funded by The Scottish Government's Marine Directorate and offers vital support to the entire industry. The team has a range of complementary skills and prides itself on effective relationships and deep industry knowledge. We know how to join the dots.

For over a decade Seafood Scotland has been part of a unique collaborative effort under the Scotland Food & Drink Partnership, bringing together Scottish Government, Scottish Development International, and a number of other sectoral organisations spanning the food & drink industry. Collectively this network funds a number of 'in-market' specialists in countries such as France, Spain, Japan and China, plus other global markets.

These specialists are our eyes and ears on the ground; providing market insight, promoting Scottish products and producers, and offering bespoke support for companies in Scotland looking to increase their exports.

But we can do more. We recognise there are untapped markets where we can increase awareness of our sector and sell more Scottish seafood. We want to make more waves."

Donna Fordyce,
CEO of Seafood Scotland



Scottish seafood in numbers

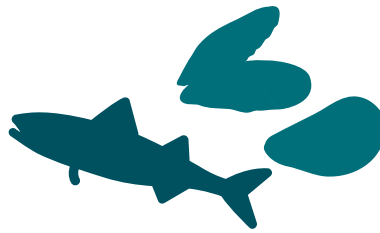
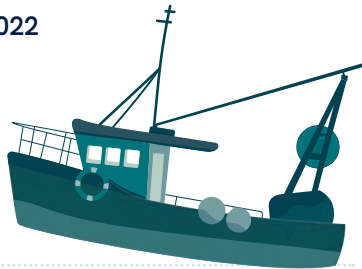
Scottish vessels landed

429 thousand tonnes of finfish and shellfish

with a gross value of

£617m

in 2022



Scotland's aquaculture sector is a significant contributor to our economy, generating approximately

£885m

each year

In 2022 **11,940** tonnes of shellfish (mussels, scallops, oysters) were farmed

177,974

tonnes of fish (Atlantic salmon, steelhead trout) were farmed

Totalling 189,914 tonnes

The number of active Scottish vessels has remained stable at



Almost **5,000** people work on Scottish-registered fishing vessels,



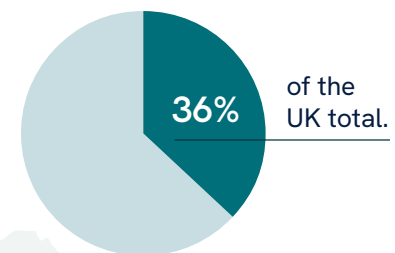
with over **8,000** jobs in seafood processing



Aquaculture supports a further **12,000** jobs, many of them in rural areas



In 2021, **128** seafood processing sites were located in Scotland



7,785 people employed by this sector in 2021

Sources: Scottish Shellfish Farm Production Survey 2022 & Scottish Fish Farm Production Survey 2022

Challenges

The seafood sector faces numerous challenges, not least in trading with Europe, and the fact that exporting is not yet a fully digitised process. But we are resilient and committed to working with the UK Government to accelerate the positive changes that need to happen.

Closer to home, a shortage of skills, labour and processing capacity limits growth potential. Linked to this, we have observed under-investment in innovation and automation. This means Scotland's ability to compete with similar major seafood-producing countries is limited, particularly given the uncertainty around future funding to promote the sector.

And, while our key focus remains trade marketing, there is a growing need to persuade UK consumers to eat more fish and appreciate its economic value.



A history of success

For 25 years we have led the sector, driving improvements in the performance and reputation of the seafood sector in Scotland. This has led to economic, social and environmental benefits along the supply chain, for stakeholders and for rural communities.



Focus areas

The marketing of Scottish seafood must be sufficiently funded and adaptable to respond to market forces and support the brand at home and across the globe. These are our six focus areas where we believe we can make the biggest positive impact on behalf of the sector.

Brand building

Creating strong supply chains where provenance, quality and responsible practices are key.

Supply chain

Improving how we collect and share data along supply chains to drive sustainable growth and profitability, based on a culture of collaboration and effective communication.

Investment and innovation

Supporting industry to embrace and invest in automation and other innovations to drive productivity and profitability.

Sustainability

Unlocking value and reduce waste, promote sustainable fishing and fisheries so the Scottish industry stays ahead of competitors.

People and skills

Building the reputation of the sector as attractive and accessible to people at all levels of entry, from school leavers and career changers to entrepreneurs and investors.

Communities

Supporting coastal and rural communities via the sector’s vital economic contribution. We will also flag the health benefits of consuming seafood.



1. Market development

In the UK

We have developed a tailored programme of activity to capitalise on influencer chefs and restaurateurs, resulting in high impact, long-lasting engagement where Scottish seafood has become an integral part of high-end cuisine.

Bocuse d'Or UK partnership

The Bocuse d'Or is a global culinary competition that attracts the leading chefs in the world keen to represent their country. Seafood Scotland supports the UK Bocuse d'Or team. The partnership has opened many doors for Scottish seafood with household name chefs, who would normally command six figure sums for 'ambassador' work. Social media has played a key role in us reaching an influential trade audience, where Seafood Scotland is regularly tagged in content posted by Michelin star chefs, the ultimate influencers in the hospitality sector.

"Seafood Scotland has been a fantastic partner to Bocuse d'Or UK since we began working with them in 2022. Not only have they been able to offer us essential insight into the products used in the 2023 contest (Scottish monkfish, scallops and mussels) but they also offer creative ways with which to promote our relationship and to reach out to new contacts and chefs.

Our fundraising gala dinner at the beginning of this year would not have been nearly as successful without the support of Seafood Scotland and I know that the three Michelin starred chefs involved were very grateful for the help provided by the Adam and the team." Andreas Antona, chair Bocuse d'Or UK.



Chef & Restaurant Magazine

Our successful partnership continues with the UK's leading publication for chef and restaurant owners. Education is key, creating chef-endorsed, product-led content, seasonal recommendations and inspiration to encourage Scottish seafood to be front of mind and centre of plate during menu planning.



Inward visits

Inviting key stakeholders, influencers, and buyers to visit Scotland to showcase our finest produce from the most passionate producers, creating a memorable experience in stunning locations.

Example: we hosted Agri Food & Drink attachés from UK Embassies across the world on a visit to a salmon farm, helping them better understand why Scottish salmon is the UK's biggest food export.

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In the USA

The US export market for Scottish seafood has seen continued growth over the past five years, primarily due to the rapid expansion of Scottish salmon, with whitefish and shellfish also growing. More broadly, seafood consumption is rising due to higher awareness of the associated health benefits.

Seafood Expo North America (SENA)

North America's largest seafood expo sees thousands of buyers, importers, wholesalers and suppliers from around the world descend on Boston to network and do business. This is one of the biggest set piece events in the US seafood calendar and Seafood Scotland has a high-profile presence, acting as a conduit to open up new avenues for trade deals. This year, our stand included a seafood bar, creating a natural focal point for tastings and demonstrations by a professional chef.

Seven Scottish companies exhibited on stand and a further six organisations had a presence at the show either as a visitor or on their individual company stands.

215 new business enquiries were handled, and 75 other new contacts made for further development.



“Our alignment with Seafood Scotland is pivotal to our growth ambitions at Thistle Seafoods. The team’s strategic guidance and export market support strengthens our position and highlights prospects that result in business development and market resilience. Together, we navigate industry challenges and opportunities with a shared vision of excellence, sustainability and telling our story.”

Ryan Scatterty, CEO, Thistle Seafoods



In the Middle East

St Andrews Day and COP28 – United Arab Emirates

Harnessing global interest in COP28 we collaborated with SDI to deliver a strategic programme in the run up to **Gulfood** to engage our key audiences outside of the trade show.

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A key success of this programme was securing the first ongoing customer for a new Scottish exporter. Up to that point, the company had supplied three one-off shipments to clients in Asia. As a direct result of Seafood Scotland's work and introductions, the Scottish company secured a direct trade win for monthly shipments of live lobster to the UAE.

Saudi Arabia

Recognising that the food and drink market is set for massive growth over the next decade – estimated at \$4bn – Seafood Scotland keeps abreast of global market trends and looks for future opportunities for our industry.

We participated in a four-day trade mission in Saudi Arabia hosted by the Department for Business and Trade, which included insight sessions, store visits, trade show attendance and a buyers' reception at the British Embassy in Riyadh. We took part in response to a number of industry stakeholders asking for insights, guidance, and support around the potential for market opportunities in Saudi Arabia. Our participation developed our knowledge of this up-and-coming market and enabled us to meet contacts in-market, vital preparation for us to advise the Scottish sector on business planning and market development.

Gulfood – United Arab Emirates (UAE)

We hosted five Scottish companies on our group stand at Gulfood, featuring salmon, shellfish, whitefish, and value-added products. Building on our work with the SDI in-market team, we supported companies with buyer introductions, market insights and site visits. We held on-stand cooking demonstrations with SDI and DBT and showcased an exquisite range of seafood at off-stand events. This was a strong opportunity to highlight to the market the range and quality offered by Scottish seafood companies.

The Expo delivered new business of more than £1.5m across attending companies.

"Working with Seafood Scotland and in particular Adam Wing has been instrumental in Amity creating new opportunities. His understanding and connections across the Middle East is without doubt key to us understanding the market. I know from my own experiences of Seafood Scotland about their key roles across other global markets. Their support is invaluable."

**Jimmy Buchan, Managing Director,
Amity Fish Company Ltd**



In Europe

Seafood Expo Global - Barcelona

SEG is the world's largest seafood show, a flagship event in the global seafood calendar, attracting over 34,400 international trade customers and buyers from 150 countries. The Scotland pavilion is financially supported by Seafood Scotland in partnership with SDI, creating a significant presence at the show. Our seafood 'restaurant' acts a magnet for visitors, providing a relaxing space for people to talk business. In 2023, the Scottish pavilion hosted 18 exhibiting companies, with 11 other companies having a presence, and a further 10 organisations in attendance at the show.

St Andrews Day at the British Embassy in Paris

We hosted a Scottish evening, where our seafood was cooked and presented to over 350 buyers, agents and importers/distributors, journalists and chefs.

Scottish Seafood cookbook

We support seafood companies to retain and grow business in France, positioning Scottish fish and shellfish as a top choice for foodservice/retail buyers, chefs, and distributors. This included the launch of a Scottish Seafood cookbook by Chef Emilien Rouable, a passionate advocate for Scottish seafood who owns one of the top restaurants in France. Emilien showcased his recipes to an audience of journalists and influencers with a combined reach of more than 22m people.

Inward visit

Working with SDI, we invited influential French seafood buyers and chefs to Scotland to immerse them in Scottish seafood. The chefs came together to cook with Scottish langoustines, scallops, salmon and seaweed. The resulting media coverage in France was extensive, and the trip generated strong selling opportunities.

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In Asia

Japan International Seafood & Technology Expo

This event in Tokyo attracts over 35,000 visitors each year, including Japanese and international buyers from across Asia. Scottish exporters, too, are eager to explore opportunities in this market. Seafood Scotland partnered with the UK Government to deliver a joint pavilion, hosting six Scottish companies.

The Expo delivered new business of more than £3.5m across attending Scottish companies. We hope to renew the partnership in 2024.



Scottish mackerel exports to Japan have grown from 2% to 20% in both value and volume in the past two years, supported by Seafood Scotland and SDI through market development activity and retail promotions.



British Ambassador to Japan - reception

We installed 10m banners on the iconic British Embassy building in Tokyo to promote Scottish seafood and hosted a reception at the British Ambassador's residence inviting buyers and media to sample the exquisite selection of Scottish seafood on offer at the Expo. Japanese business culture means this approach works well, generating strong relationships and engagement.

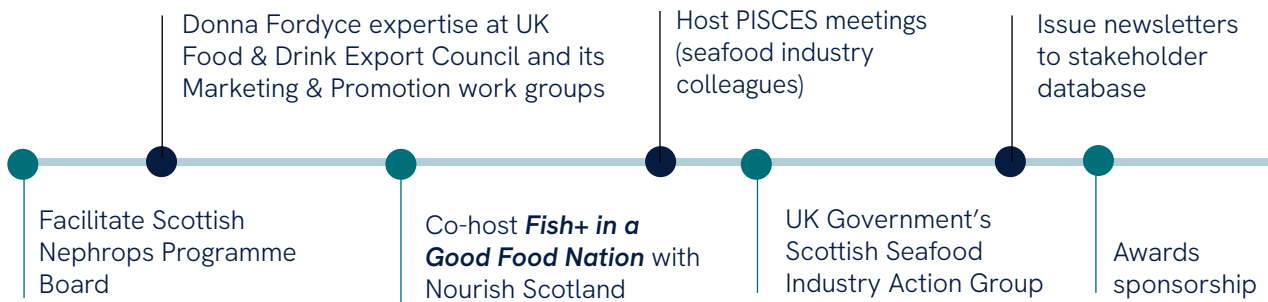
China Fisheries & Seafood Expo (CFSE)

Collaborating with DBT and Seafish, we attended CFSE in Qingdao to promote Scottish seafood and explore development opportunities. We supported Scottish companies during business meetings and engaged with key stakeholders including Chinese companies, buyers, and the Agri-Attaché to China.



2. Industry leadership

As the only organisation that represents the entire Scottish seafood sector, our role includes sharing a range of views in many different settings:



"We have very much enjoyed working with Seafood Scotland on the nephrops quality workstream piloting the prospective Scottish Quality Langoustine scheme. The team has been integral to enabling us to scope out, develop and launch a pilot programme by identifying potential participants, encouraging participation and keeping the industry updated on the progress of the project."

Tim Bailey,
Chief Executive SAOS Ltd



Effective partnerships

Seafood Scotland has been a long-standing member of the Scotland Food & Drink Partnership. It is also co-author of national strategy documents: *Ambition 2030* and *Sustaining Scotland, Supplying the World*.

In 2019 we published *Changing Tides*, setting out how the Scottish seafood sector can make a significant contribution to the vision outlined in the national food and drink strategy.

Seafood Scotland partner organisations:

- Aberdeenshire Council
- Department for Environment, Food & Rural Affairs
- Department for Business & Trade
- Food and Drink Federation Scotland
- Highlands & Island Enterprise
- Industrial Biotechnology Innovation Centre
- Interface
- Opportunity North East
- Salmon Scotland
- SAOS
- Scotland Food & Drink
- Scottish Development International
- Scottish Enterprise
- Scottish Fishermen's Federation
- Scottish Government
- Scottish Seafood Association
- Scottish Seafood Training Network
- Seafish
- Skills Development Scotland
- UK Food & Drink Export Council,
- UK Government
- Zero Waste Scotland



#100percentfish: Scotland

Iceland's #100percentfish campaign has set a new standard for other countries to learn from. Its success has inspired us to do something similar in Scotland. Firstly, we have commissioned a report to identify where the Scottish seafood industry can enhance its sustainability credentials and deliver greater profitability; most likely through innovative solutions in handling fish waste and by-products.

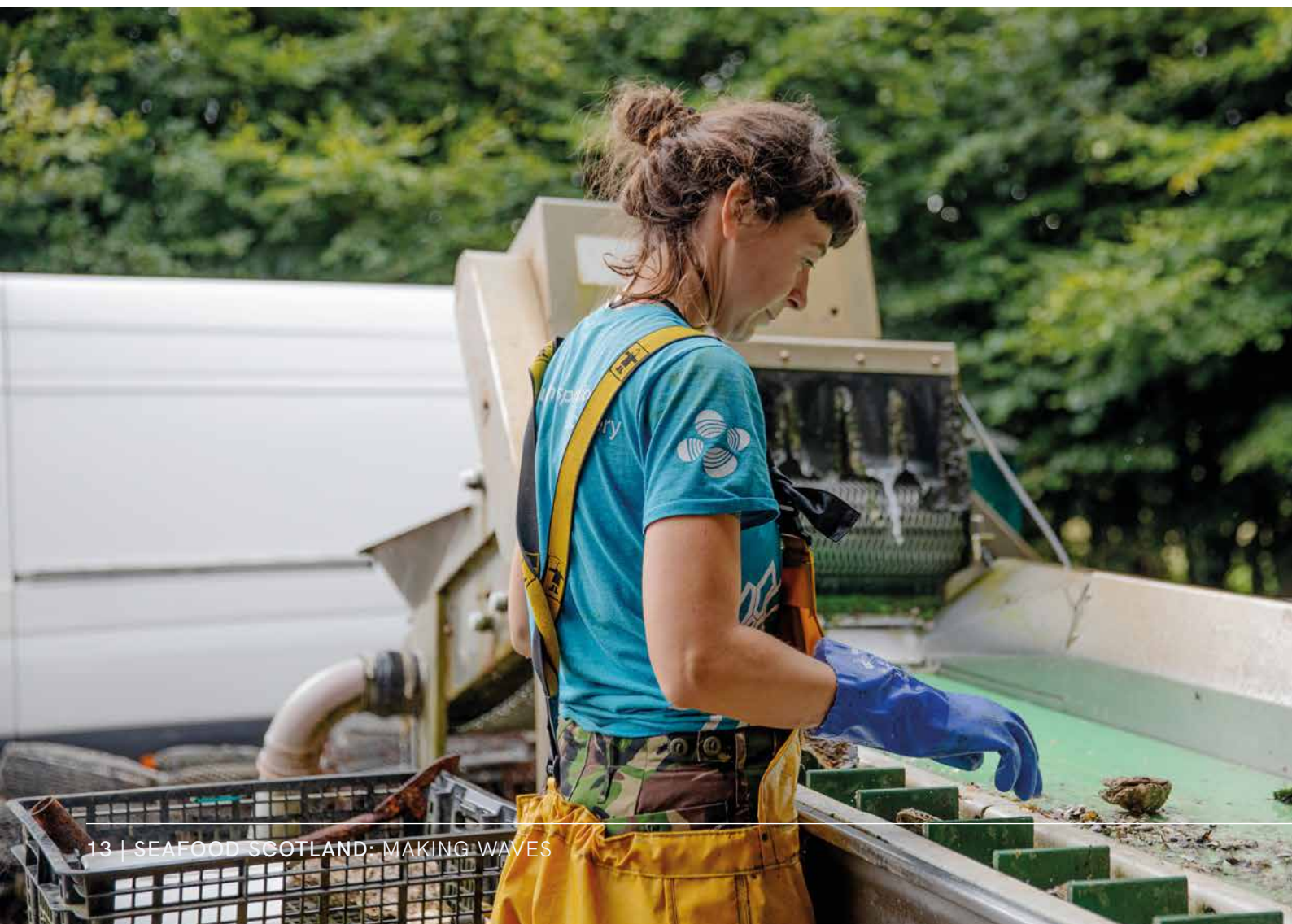
Potential next steps include:

- Setting up formal steering group
- Mapping volumes and characteristics of seafood waste streams in Scotland
- Application of biotechnology solutions to waste streams
- Establishing a digital marketplace for fish and seafood by-products

Effective communications

The seafood sector is multi-faceted and can be difficult to navigate by those not working within it. To address this, we have developed a comprehensive 'stakeholder pack' of key messages, facts and figures which we use to create sector information and to enable us to respond swiftly on specific issues.

Encouragingly, we have maintained strong relationships with opinion-forming media, and this enables us to ensure the Seafood Scotland 'voice' - and thus the industry - is proactively and clearly heard.





3. Brand development



Graphic design

High impact design and a new animated video have complemented our in-market activities.

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Responsible Seafood Summit

The 2023 Summit was held in Saint John, New Brunswick, Canada. Seafood Scotland was a gold level sponsor ahead of Scotland's summit in St Andrews in October 2024. We negotiated 'value-added' elements which fostered deeper engagement, and included a whisky tasting as part of an **Introduction to Scotland** speaking slot for CEO Donna Fordyce. Some 330 delegates sampled Scottish seafood during the summit, paving the way for international seafood leaders to visit Scotland later this year.

Donna Fordyce spoke at SENA 2024 during the GSA stakeholder update attended by over 100 global seafood professionals where she took to the stage alongside their CEO Wally Stevens to launch registration for the St Andrews summit. The event will take place at the Fairmont Hotel from the 21st to the 24th of October 2024.

Being held in the UK for the first time, Seafood Scotland's successful bid for the 2024 event is notable, given the fierce competition among seafood nations to host. This will provide a global platform for us to continue to build key relationships and to drive sustainability and innovation, putting Scotland and its seafood industry firmly centre stage.





Social media reach (LinkedIn, X (Twitter), Instagram and Facebook)

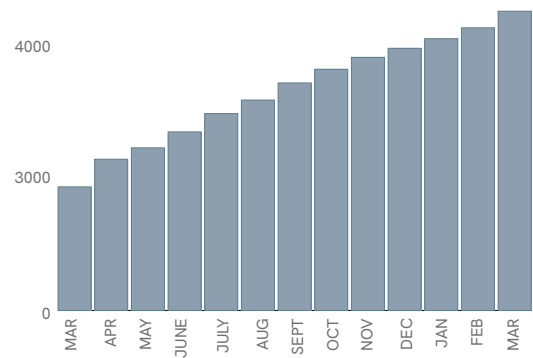
We create upbeat, informative and educational social media, tailored for each channel. This appeals to our audiences with consistently strong engagement, attracting new followers. Videos and reels are the most popular in terms of reach, as are scrolling carousels.

744 **1600**

posts

new followers, incl. some of the sectors leading influencers

Increase in Instagram followers between March 2023 and March 2024



CORPORATE SOCIALS

The Seafood Scotland corporate social media channels give a unique insight into the work that goes on at Seafood Scotland, letting the audience in on **how** it does what it does, and **why**. If we post about an international event for example, we focus on the objective and how it came about, plus the benefits to the sector that will flow from it, as opposed to ‘reporting’ on the gloss of the event itself (which is covered off across other channels).

In the past 12 months, the corporate channels have grown from strength to strength, with impressions up by 118%, engagements by 92% and link clicks by 74%. We’ve gained 1,695 new followers, widening the overall reach, and boosting brand awareness of Seafood Scotland and the key messaging shared on the channels.

SEAFOOD FROM SCOTLAND

The Seafood From Scotland brand serves to spread the word far wide about the quality and provenance of Scottish seafood, strengthening positive perceptions of the Scottish seafood industry, boosting demand. Social media plays a crucial part in amplifying positive messages to key audiences of buyers, distributors, foodservice decision makers, hospitality managers, chefs, trade influencers, trade press and C-Suite trade professionals.



New followers of note on Instagram include:

- Seaside With Emily (Seafood Influencer)
- Mark Donald (Exec Chef, Glenturret Laliq 2*)
- Matt Tebutt (Chef & Presenter, Saturday Kitchen)
- Nick Rapson (Masterchef 2023)
- Zaira Pardo (Influencer/Creator)
- Nieves Barragan (Chef Director, Sabor London 1*)
- Marco Zampese (Exec Chef, Helene Darroze at The Connaught 3*)
- Simon Attridge (Culinary Director, Claridges Hotel)
- Sabrina Ghayour-Lynn (Chef & Presenter, Saturday Kitchen & Sunday Brunch)
- Rex Goldsmith (Owner, The Chelsea Fishmonger)
- Liam Rogers (Chef & Masterchef Finalist)



4. Future workforce & consumer engagement

Educating young people about the health benefits of eating seafood, together with raising awareness of the career opportunities provided by the sector, is a core part of Seafood Scotland's role.

People and skills

Sustaining Scotland. Supplying the World is Scotland Food & Drink's ten-year strategy, published in 2023. One of eight key enablers identified is People and Skills. Seafood Scotland CEO Donna Fordyce chairs the Scotland Food & Drink Skills advisory group.

Elsewhere, Seafood Scotland also participates in the Scottish Seafood Training Network, an initiative to signpost training opportunities, encourage skills development and career progression.

To highlight career opportunities in the sector, Donna became an 'Apprentice for a Day' and alongside other CEO's from the partnership, she spent the day working in a fish processing factory across a number of key areas.

Seafood in Schools

In 2023 we relaunched our Seafood in Schools programme, focussing on supporting children to learn about the species of fish found in Scottish waters, the health benefits of eating seafood, and how it can provide an affordable protein option for family meals.

"The pupils learnt so much about types of fish they weren't familiar with. A lot of them were planning to prepare one of the fish meals for their families at home."

Teacher, Williamston Primary school in West Lothian

We developed pilots for primary and secondary pupils to capitalise on the Curriculum for Excellence and embed seafood as a subject for interdisciplinary learning. The industry lent its support by supplying seafood.

16 Schools **31** Workshops **806** Pupils

The secondary schools' pilot, delivered in the North East of Scotland in March 2024 engaged with over 450 pupils, providing information on careers and case studies of people already working in the sector.

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Festivals and tourism

Food and drink festivals around Scotland attract tourists and local people in equal numbers so are an attractive and cost-effective way to reach consumer audiences. We financially supported three seafood-related community events in 2023/24:

- **Peterhead SeaFest:** This event is designed to encourage local businesses to get involved, to demonstrate the importance of the sector to the local economy. Seafood Scotland sits on the organising committee and sponsored a Seafood Trailer, with chefs creating sample dishes for the crowd. The event was attended by thousands of local people.
- **Festival of the Sea @Clyde Built:** With support from Seafood Scotland, Clyde Fishermen's Trust hosted cooking demonstrations from Chef Simon Macdonald, serving Cullen Skink, langoustines and smoked salmon to over 12,000 visitors.
- **Stranraer Oyster Festival:** Seafood Scotland sponsored an oyster 'shuck off' – a competition to find the fastest oyster shucker. The winner was Gordon Reekie of That's Yer Dinner and Crabshakk restaurant in Glasgow. Over 300 people watched the competition, with more than 21,000 attending the three-day festival.





5. The future

As we look ahead, the future is bright for Scottish seafood and Seafood Scotland.

Increasing quotas for many key species bring more premium products to market at home and abroad. But we cannot take our foot off the gas, given the reach and increasing budgets enjoyed by direct competitors such as Norway and Ireland.

The Seafood Scotland team is passionate and dedicated. We continue to go above and beyond to support the sector, our nation's coastal communities, and the economy of Scotland.

Our commitment to further develop our Seafood in Schools project is driven by the need to increase consumption and attract a future workforce to our sector. We plan to extend our reach via Scotland's primary and secondary schools, while exploring methods to develop resource packs, courses for teachers, and a network of ambassadors.

For our future workforce, we will partner with industry and relevant organisations to ensure the seafood sector is an employer of choice. This will highlight the fantastic opportunities, training, and career progression available.

Internationally, our work continues in important markets to promote our renowned products in premium retail, food services, and restaurants. The team is developing exciting new market opportunities - such as South Korea - and will work with SDI and DBT to develop this knowledge further while supporting companies to take full advantage.

Profitability remains key for the industry to allow investment, innovation, and growth. For me, the development of a seafood innovation cluster here in Scotland comprising industry, innovators, researchers, and entrepreneurs would represent success. I would love to see the industry transition towards a circular economy, with the brightest minds working together on novel, high-value products.

Seafood Scotland's leadership role within the sector means we will continue to champion the industry to diverse stakeholders. Whether we are dealing with emerging or current issues or developing strategies to forge a more prosperous and efficient future for the sector, ensuring the sector's voice is heard is paramount.

Lastly, we are delighted to be co-hosting the Responsible Seafood Summit in St Andrews in October 2024 in partnership with Global Seafood Alliance. The event gives us the opportunity to showcase Scotland to the rest of the world. It also provides a platform for the Scottish industry to learn from international experts, network with peers, and inspire positive change.

If you want to know more about our work, or how our knowledgeable and passionate team can help, please don't hesitate to get in touch.

Donna Fordyce,
CEO of Seafood Scotland



Read more

Market development

In the UK

Inward visits

We encourage stakeholders and influencers to develop their knowledge of Scottish salmon and seafood by sharing key information, data and experiences that will enable them to better promote Scottish seafood in their respective markets.

Other activities include:

Premium distributor partnership – supporting the distributor’s procurement team, and securing a new listing for fresh salmon. We are also pursuing a potential tie-up with a Scottish processor to ‘direct supply’ their customers.

In the Middle East

St Andrews Day and COP28 – United Arab Emirates *cont.*

We had live cooking stations, and seafood displays for guests and media to sample and engage with. The First Minister of Scotland, along with his guest from the UAE Government, HH Sheikh Maktoum Bin Butti Al Maktoum, sampled a range of seafood from our live cooking stations and expressed his pride in the success of the Scottish seafood sector, giving his backing to our market development work in the UAE.

In addition to the business lunch hosted with over 30 decision-makers on the run up to **Gulfood**, we followed up with company meetings at the key stakeholders’ offices/ distribution centres across Dubai to truly understand their business model and the opportunities available to our sector. To complete the week, we partnered with SDI to deliver a food & drink showcase on St Andrews Day, which was hosted by the First Minister of Scotland, Humza Yousaf. The reception was attended by over 80 food and beverage professionals, and a number of GlobalScots - passionate individuals, entrepreneurs and business leaders dedicated to supporting Scotland’s ambitions internationally. Scottish seafood was highlighted as a central theme.





READ MORE

In Europe

Other activities:

University masterclasses - As part of our wider European export development activity we supported culinary school partnerships in Spain, Italy and France, delivering seafood and fishmonger masterclasses to 300 of the country's most promising students of gastronomy and hotel management. The Michelin star chefs of tomorrow!

Gasma partnership - The Campus of Gastronomy and Culinary Management is situated at CEU Cardinal Herrera University in Spain. Highly respected amongst top chefs, it is well-known as one of the top 20 culinary schools in Europe.

We were official seafood category partner providing over 100 students with the opportunity to learn about premium Scottish seafood by engaging with the product on a regular basis. We extended the partnership by hosting on-site masterclasses for students with a renowned teaching chef, and an influential teacher of fishmonger skills who is well acquainted with Scottish seafood.

The school promoted the partnership to their chef-teachers/professors, many of whom hold Michelin stars, and promoted our sector and species available across their social media channels.

Fish International Bremen - This event attracts 320 exhibitors from 27 nations with over 10,000 trade visitors from more than 50 countries. Over 10 meetings were organised with importers to promote salmon and other seafood species.





Brand development

Graphic design

Graphic design has been used to create high impact visuals across many activities including an animated video about Seafood Scotland’s work, the Chef & Restaurant partnership, Seafood in Schools assets, and the Bocuse d’Or partnership. We have produced banners, educational posters for young chefs, and have refreshed existing materials such as our seasonality guide with our new branding.

ADVERTORIALS



STAND ARTWORK



SEAFOOD IN SCHOOLS

RECIPE CARDS





Future workforce and consumer engagement

Seafood in Schools *cont.*

Primary schools

Workshops were delivered in four schools in the Peterhead and Fraserburgh catchment area, with the project expanding to cover low-income schools throughout the central belt. They included interactive sessions on seafood, food preparation demonstrations using three different fish (haddock, salmon, and canned mackerel) and tastings for the young people.

The pupils were provided with take-home bags containing recipe cards, branded stationery, and tinned fish to recreate the dishes at home. Across the two phases, 37 workshops were delivered in 20 schools - over 850 pupils. One hundred per cent of the teachers who provided feedback rated the workshops as 'very good', and 81% of pupils surveyed noted they had tried new seafood in the workshop.

Secondary schools

A pilot involving S2 pupils in Fraserburgh and Peterhead Academies took place in March 2024. This provided the young people with content on careers and profiles of those working in the sector, as well as the health benefits of seafood and cooking demonstrations. Across the two schools, we engaged with over 450 pupils in 22 workshops.

Other education-led activities:

- We supported *Developing the Young Workforce Scotland* and Scottish Sea Farms to deliver an **aquaculture careers fair** for under-14s at Oban High School. The event was attended by around 600 pupils, learning about the different job opportunities within the industry.
- Seafood Scotland has joined the **Food Education Partners Group**, providing an opportunity to collaborate on future events and resources that promote food education and careers.



A Scottish heart with a global mindset, we're proud to be **Seafood Scotland**



Donna Fordyce
Chief Executive

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